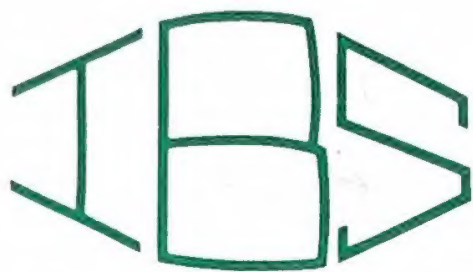


The 39th Annual



NATIONAL CONVENTION

PROGRAM



NEW YORK CITY  
BILTMORE HOTEL  
MARCH 17, 18 & 19

# Program Outline

## Friday, March 17

12:00 noon - 9:30 pm      BOWMAN ROOM

Convention Registration

Convention Exhibits

Convention Central (Information Booth)

1:00 & 2:00 pm

Orientation Sessions

3:00 - 4:30 pm

Large Panel Discussions

4:40 - 6:00 pm

Friday Afternoon Sessions

6:00 - 7:30 pm

Free Time - Dinner

7:30 - 9:00 pm

Friday Evening Sessions

9:00 - ???

Hospitality Suites

## Saturday, March 18

9:30 am - 12:45 pm

Saturday Morning Sessions

1:00 - 2:50 pm

Convention Luncheon

3:00 - 4:30 pm

Large Panel Discussions

4:40 - 6:00 pm

Saturday Afternoon Sessions

## Sunday, March 19

10:00 - 11:00 am

Large Panel Discussions



**In this booklet** you'll find a complete schedule of sessions for the 1978 IBS NATIONAL CONVENTION. Each session has a title, a roster of panelists or sessions leaders, a room designation, and a description of the session's planned content.

There are five major "blocks" of sessions:

1. Friday Afternoon
2. Friday Evening
3. Saturday Morning
4. Saturday Afternoon
5. Sunday Morning

At the beginning of each set of session descriptions, you'll find a general plan of the "block". By thumbing through this booklet, you'll see that these outlines are printed sideways, for easy access.

It would be very helpful if you took the time to read the special convention issue of the Journal of College Radio, particularly the articles on pages 2 and 4. There is also a map of the conference level of the Biltmore Hotel on page 20 of the Journal.

Besides the sessions, there are a number of other functions going on at the convention. They are:

**Convention Central** is our information booth for convention delegates, and is open almost continuously throughout the convention. It's located in the Bowman Room (lobby level) and you can use it to hang up announcements, and as a meeting place. Hospitality Suite locations will be posted there also.

(over)



**Exhibits** are located in the Bowman Room also. You'll find an interesting assortment of table top exhibits that have been set up by various companies that are interested in student radio stations. Please make it a point to visit these exhibits at some time during the convention. They are open from 12:00 - 9:00 on Friday, and from 9:00 a.m. - 6:00 p.m. on Saturday.

**Badges & Ribbons** when you registered for the convention, you received a pin-back badge with your name, stations and institution typed on it. Please be sure to wear this badge at all times, it is your admission to sessions and other convention functions. The badges are keyed by color: Green is for delegates; White is for session speakers and panelists. Ribbons are also color keyed: Green Ribbons are worn by convo staff persons; IBS Board of Director members wear Red Ribbons; and the Program Chairperson has a Blue Ribbon.

**Hospitality Suites** take place on Friday Night. Some record companies and exhibitors will open their rooms on Saturday night also. The suites are a good place to relax and socialize, but please be somewhat careful in terms of keeping other hotel guests from getting bent out of shape. In other words, don't scream in the halls, don't drop bottles and cans on the floor, etc. Keeping cool on Friday night will ensure that Saturday night can take place, and the same goes for Saturday night's effect on next year's convention.



4:30 - 6:00 3:00 - 4:30

# FRIDAY AFTERNOON Large & Small Sessions

FCC Docket 21136: How commercial is non commercial radio?	THE NEW COPYRIGHT LAW
What happens when the Field Engineer shows?	
Public Files	
Selling Time	
Programs for/by Minorities	
Programs for/by Women	PUBLIC AFFAIRS AND NEWS FORUM
Managing the New Station	
News Directing: Strategy and Follow- through	
Beginning a News Operation	
AOR Programming	
Contemporary Top-40 Programming	BALANCING STATION FORMATS: THE ART OF THE PROGRAM DIRECTOR
Classical Programming for Everybody	
Studio Design and Maintenance	
Carrier Current Engineering I	

descriptions on  
next page...



# Friday Afternoon LARGE SESSIONS

## NEW COPYRIGHT LAW

Bowman Room  
3:00-4:30 pm

Alan Smith, Vice-Pres., BMI, Inc.  
Marvin Berenson, BMI Staff Attorney

Philip Simila, WGBW Station Manager  
Jeff Tellis, IBS President, Moderator

An explanatory session about music copyrights, the music licensing societies (ASCAP, BMI and SESAC) and how they work, how the new copyright law affects your station's budget and programming, and how much it might cost your station.

## PUBLIC AFFAIRS AND NEWS FORUM

Music Room  
3:00-4:30pm

John Wheeling, WCBS Radio, Mgr., News Operations  
Jim Cameron, News & Public Affairs Director WCOZ-FM  
John Ogel, WPIX-FM News

News and Public Affairs programming is now more important to broadcasters than ever before. What is the status of News and P.A. on student operated stations and is anybody listening? What direction are we headed in and what should we be doing for our particular audiences in this regard?

## BALANCING STATION FORMATS

Madison Room

The Art of the Program Director

3:00 pm-4:30 pm

Norm Prusslin, Gen. Mgr., WUSB  
Larry Burger, Program Director WPLJ-FM  
Craig Simon, Program Director WYNY-FM  
Dennis McNamara, WLIR Radio

The student-operated radio station's audience is diverse, and scheduling programs to meet the audience's needs can be a tough job. This session will enable student program directors to discover different approaches to programming, by hearing how the pros and other student P.D.'s do it.



# Friday Afternoon Small Sessions

## PUBLIC FILES

Dick Gelgauda, WNHU-FM Gen. Mgr. & Faculty Advisor

4:30 pm- 6:00 pm  
ROOM F

Before you're put on the spot by an FCC Field Inspector or inquisitive John Doe, make certain that your public file is complete and in good order, and that all Public File conditions and specifications are satisfactorily met. This session shows you how. Handouts will be provided.

## DOCKET 21136 - COMMERCIALITY AND NON-COMMERCIAL BROADCASTING

Jeff Tellis, IBS President

4:30-6:00 pm  
ROOM E

For over a year the FCC has been deliberating on the "proper" posture for NCE stations concerning PSA's, solicitation for non-profit organizations and anything which could generate monies for an organization or event. The implications 21136 has for NCE stations will be explored, as well as strategies for compliance with whatever ruling comes down.

## WHAT HAPPENS WHEN THE FIELD ENGINEER KNOCKS?

Henry Paulisen, Engineer-in-charge, FCC NY Field Office  
Alex Zimny, Asst. Engineer-in-charge, FCC NY Field Office

4:30-6:00 pm  
ROOM C

Inspection of Stations - Both FM and CC - are rare. But that doesn't mean you can ignore the possibility. This session will explore the various things you should have ready, what to expect if the R.I. ever knocks, and what could happen to your license if all is not in order.



# Friday Afternoon Small Sessions

## SELLING TIME

Effective Advertising Sales

ROOM D  
4:30 pm - 6:00 pm

Glenn Rosenberg, Radio Adv. Bureau, NYC

How to start and maintain an effective advertising sales program that will keep going and growing, in the years to come. We'll explore the basics, and if time permits, branch out into more advanced sales strategies.

## MANAGING THE NEW STATION

Tom Derzypolski, Station Manager WAMF-FM

ROOM A  
4:30-6:00pm

A focus on the special problems of stations that are just beginning to get off the ground. How do you grow and what are the pitfalls in your way?

## NEWS DIRECTING:STRATEGY AND FOLLOW-THROUGH

Jim Cameron, News, Public Affairs Director WCOZ-FM

ROOM B  
4:30 pm-6:00 pm

Organization of a News staff is the key to successful radio news direction. How to gather volunteers, train them, assign reports and see that things are accomplished will be discussed at this session, as well as developing a news strategy to give direction and coherence to your news operation.

## PROGRAMS FOR/BY MINORITIES

Eric Dummet, WSOU Radio

ROOM S  
4:30-6:00pm

How to talk to the segments of your audience so often neglected in Public Affairs programming, and how to get them involved in those programs without losing control of your license requirements.



# Friday Afternoon Small Sessions

## AOR PROGRAMMING

Larry Berger, WPLJ-FM Program Director

ROOMS N & O  
4:30-6:00 pm

Is this the logical progression of "Progressive" Radio? The early stages of the new Top 40? We'll try to arrive at more definitions by discussion of the music played and the style of playing it.

## CONTEMPORARY TOP-40 PROGRAMMING

ROOM H  
4:30 - 6:00 pm

A discussion of the "Contemporary" sound - in the late 70's - and how stations are adapting concepts formulated in years past to today's listening audience.

## PROGRAMS FOR/BY WOMEN

ROOM R  
4:30-6:00pm

One half of your audience is women! What are you doing to serve their needs and interests? How can you get them involved in their programming. This will be a brainstorming, troubleshooting session focusing on sound, substantial application of the programming ideas that surface in this discussion.

## BEGINNING NEWS OPERATIONS

There's More to Radio News Than Rip and Read  
Paul Lewis, WTBU News Director

ROOM P  
4:30-6:00pm

How to start from scratch, with or without a teletype. A discussion of alternate sources of news, news gathering, working with campus public relations and your student newspaper, the local community news, and some ideas on alternate news programming.



# Friday Afternoon Small Sessions

## CLASSICAL PROGRAMMING FOR EVERYBODY

ROOM G

4:30 pm-6:00 pm

Rod Collins, IBS Board Member  
Robert Sherman, WQXR-AM & FM Radio  
Barry Haris, WFUV-FM Music Director

Many stations don't program classical music because the station staff isn't "educated". We'll talk about record libraries, obtaining discs and how to program classical music in a manner that can be accepted by larger numbers of student audiences and a larger percentage of your staff.

## STUDIO DESIGN & MAINTENANCE

ROOM I

4:30-6:00pm

Tom Gibson, Chief Engineer WVYC-FM  
Daniel Braverman, Radio Systems Design

A discussion of floor plans, traffic engineering, equipment placement, and preventive maintenance of studio equipment.

## CARRIER CURRENT ENGINEERING I

ROOM T

Ludwell Sibley, Past IBS Engineering Manager 4:30-6:00pm

Designing a Carrier Current System with a review of the fundamentals of FCC rules, and a discussion of proposed revisions of Part 15. What those rules now permit will be developed into the design considerations of a CC system, and general problems in the use of AC power wiring with consideration of alternatives.



# DINNER IN NEW YORK

FREE TIME — 6:00 — 7:30

HOSPITALITY SUITES	9:00-???	High School Station Issues	7:30-9:00
		Jazz/Rhythm Programming	
		Individual Station FCC Questions	
		Faculty/Staff Rap	
		Budget Techniques & Strategy	
		Computer Applications in College Radio	
		Remotes & Telco	
		Music Director's Forum	
		Developing and Increasing Audience Awareness/Station PR	
		Fitting the News to the Audience	
		Station Training Programs	

## FRIDAY EVENING Small Sessions

descriptions continue  
next page...



# Friday Evening Small Sessions

## HIGH SCHOOL STATION ISSUES

ROOM E

Everett Reese, WXBA Station Manager

7:30-9:00pm

A special meeting for delegates from High School radio stations. We will discuss the problems of volunteer organization, administration hassels, community affairs and other problems common to all high school student operated radio stations.

## JAZZ/RHYTHM PROGRAMMING

ROOM N

7:30-9:00pm

Ralph Pantuso, WUSB-FM Music Director

Paul Bley, VP & A&R Director, Improvising Artists

Arnie Handwerker, N.E. Promo, Dr., Fantasy Records

Ed Scravalone, WKCR Jazz Director

Joe Fields, Muse Records

Demand was high from last year's convention for a Jazz session, so here it is. We'll cover the latest sounds and trends in Jazz on the radio, how to program it and how we can help it grow.

## FCC RAP: INDIVIDUAL QUESTIONS & ANSWERS

ROOM G&H

Alan Meyers, FCC/IBS Liason

7:30 pm - 9:00 pm

Fast becoming an annual event, this open-ended rap session puts college broadcasters in direct contact with an FCC official without fear of being fined for their questions and problems; with direct substantial answers to the FCC related issues of concern of your station.



# Friday Evening Small Sessions

## FACULTY/STAFF RAP

ROOM T  
7:30-9:00 pm

Dick Gelganda, Gen. Mgr. & Faculty Advisor WNNH-121

An open discussion for Administrative Staff/Faculty at College stations. Faculty advisors to student operated radio stations and full or part-time staff managers have similar problems, and rarely have a chance to talk them over as a group. This meeting will provide the chance to exchange ideas and make valuable contacts.

## BUDGET TECHNIQUES AND STRATEGIES

ROOM R  
7:30-9:00 pm

Fritz Kass, IBS Treasurer

Working up a budget that will:

- 1) Impress the school auditors
- 2) Help you plan your station's growth and management
- 3) Keep your station operating safely and happily

When do you begin the budgeting process and who do you involve? Also, we'll have examples of different budget types and more.

## COMPUTER APPLICATIONS IN COLLEGE RADIO

ROOM D  
7:30-9:00pm

William Hagerman, Asst. Prof. Comm. Arts-Wayne State

A special caucus for those who are presently experimenting - or who would like to experiment - with computers at the college radio station. A discussion of uses in traffic control, record cataloging and music programming.



# Friday Evening Small Sessions

## REMOTES & TELCO

ROOM A

7:30-9:00pm

Ludwell Sibley, Past IBS Engineering Manager

A session on program lines - the telephone set itself, legal ways to build your own system, FCC registration, Dial-up remotes, (legal) sources of equipment, etc., with emphasis on keeping costs to a minimum.

## Music Directors' Forum

ROOM P

7:30-9:00 pm

Tim Devine, Music Director, KALX-FM

This is an opportunity for music directors to get together and discuss as a group some important topics. What is the power of college radio in the music business? To what extent should music promotion be your business? Is there more to life than obtaining record service? What are the best ways of doing that?

"YOU MEAN THERE'S REALLY A RADIO STATION ON CAMPUS?" Developing and Increasing Audience Awareness

ROOM S

7:30-9:00pm

Karen B. Anderson, IBS Board of Directors

Even though you're doing everything "right" your audience isn't what it should be. We will explore the basics of making potential listeners aware of your station and getting them to tune in. This is a brainstorming session to get workable answers to real problems.



# Friday Evening Small Sessions

## FITTING THE NEWS TO THE AUDIENCE

ROOM C

7:30-9:00pm

Jim Cameron, Director of News & Public Affairs WOOZ-FM

You know your audience better than anyone else, and your news reporting should reflect their particular interests. How to find out what those interests are and then, how to find the news that "fits" is the focus of this open forum discussion.

## STATION TRAINING PROGRAMS

ROOM B

7:30-9:00pm

Norm Prusslin, General Manager WUSB Radio

College Stations have a faster rate of personnel turnover than kamikaze air corps. And yet, many stations have no real system of training new people to take over after graduation. This session will examine various approaches to training programs in fall and spring and how to run them to get results.

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9:00-???

## HOSPITALITY SUITES

Check Convention

Central for suite

locations



# Saturday Morning Small Sessions

9:30  
am

10:30  
am

11:30  
am

12:45  
pm

FM Engineering	Carrier Current Engineering Session II	
Going FM	Increasing Power (FM)	
Program Sources & Resources	Sportcasting	
Station Promotion & PR		
Management Development Clinic		
Record Libraries	Getting your Third	
Programs for/by Children		
\$\$ and How to Get Them	Radio Theatre and Soaps	
Doing Production with Minimal Equipment		
Broadcast Style and Delivery		Computer Rap Session
News Writing and Delivery		
	Writing Clinic: Promo's, Commercials, PSA's	
Special Public Affairs Programming: Docu's, Serials, etc.		

Session time and room  
location on following  
pages...

# Saturday Morning Small Sessions

WRITING CLINIC - COMMERCIALS, PROMOS &  
PSA's

ROOM B  
9:30-11:30am

Jim Cameron, WCOZ News & PA Director  
So you've got all this great information for your listening audiences, but your PSA's, promos and commercials still sound stiff and boring. We'll focus on writing styles with punch that really hit your message home. Individualized attention will be given at this writing clinic and enrollment is limited - 1st come - 1st served.

COMPUTER RAP

ROOM C  
9:30-10:30am

William Hagerman, Asst. Prof., Comm. Arts-Wayne State  
Optional opportunity for computer fiends to continue discussions from the Friday night "Computer Applications in College Radio" session.

CARRIER CURRENT II

ROOM A  
9:30-11:30am

Ludwell Sibley, Past IBS Engineering Manager  
An advanced session for CC engineers on how to improve and expand existing systems. Some discussion on home-made equipment and other engineering projects, with Q&A as time permits.

SPECIAL PUBLIC AFFAIRS PROGRAMS:

SERIALS, DOCUMENTARIES, ON-SITE COVERAGE

ROOM J

10:30am-12:45pm

Todd Feinburg, Gen. Mgr. WMFO-FM Radio

Both nuts and bolts and philosophical considerations will be explored as they relate to each of the 3 areas. A sophisticated discussion of how, why and when to include documentation, serials, on-site coverage in station format, with special emphasis on unique, creative results.



# Saturday Morning Small Sessions

STATION PROMOTION AND PUBLIC RELATIONS ROOMS G, H&I  
10:30am-12:45pm

Cheryl Daly, CBS Radio Manager, Press Services  
Norm Prusslin, WUSB General Manager

Ways to develop a clear station image in publicity and promotional efforts, and how to use PR to increase your listening audience. Effective ways to relate on and off the air to the student and non-student community.

MANAGEMENT DEVELOPMENT WORKSHOP ROOM D  
10:30am-12:45pm  
Karen B. Anderson, IBS Board of Directors

A clinic on management and leadership styles - organizational structure, personnel training and evaluation, organization goals, dealing with typical problems - how to effectively represent your station to the outside world...in short, everything! This is an intensive clinic especially useful to newly appointed station management. (There will be a short break 1/2 way through.)

INCREASING POWER ROOM S  
10:30-11:30am  
Ludwell Sibley, Past IBS Engineering Manager

For FM Engineers and Managers who are interested in learning the details of increasing transmitter power. FCC requirements, transmitter review, antenna siting and Q&A.

# Saturday Morning Small Sessions

## SPORTSCASTING

ROOM R

10:30am- 11:30am

Eric Boulanger, News Dir., Sportscaster WERS-FM Radio

A total look at sportcasting as part of station format. What sports do you cover and alternative ways to present and program sports. Brief discussion of technical considerations, costs, pitfalls and trouble-shooting, styles of delivery and promoting sports programs.

## GETTING YOUR 3RD CLASS (ENDORSED) LICENSE

ROOM P

10:30am - 11:30am

Dick Gelgauda, Gen. Mgr. & Faculty Advisor WNHU-FM

An intensive, instructional session (with Q&A) on FCC rules and regs and basic electronic knowledge necessary for getting a 3rd class (Broadcast Endorsed) FCC license. Special emphasis on tough-to-pass element 9 test. Info on how to set up an Element 9 workshop at your station will be included. We'll also cover upcoming changes in FCC license structure.

## RADIO THEATER & SOAPS

ROOM E

10:30 am-12:00noon

Ron Cline

Cindy Raabe, Assoc. Producer/Dir. WNYE-FM Radio  
Irwin Gonshak, Exec. Producer/Writer WNYE-FM Radio

"Radio Drama" is making a comeback at student operated radio stations, as well as in the professional world. Except, we can do it better! This session will discuss writing scripts, how to produce and engineer the radio drama, and some discussion of available shows produced elsewhere.



# Saturday Morning Small Sessions

## WRITING & DELIVERY CLINIC - NEWS

ROOM C

10:30 am- 12:45pm

Chip Sorrentino, WNEW-AM-News

Individualized attention will be given to news staff on how to write (re-write) a story and how to deliver the news with maximum effectiveness with special emphasis on developing distinctive station and/or personal style. Enrollment is limited - 1st come - 1st served!

## BROADCAST STYLE, CONTENT & DELIVERY CLINIC

ROOM R

11:30-12:45pm

Mark Wormsbaker, Manager, WNYC-FM Radio, York College

Do you sound like every other jock? When the mike is open, does your usual eloquence deteriorate to oh's, um's and awkward jokes? There's more to talk on the air than letting it all hang out. This limited enrollment skill development clinic offers individualized attention to announcers looking for concrete ways to improve their broadcast style and delivery.

## PROGRAMS FOR/BY CHILDREN

ROOM F

10:30am - 12:45pm

Lillian Parsons, Writer/Producer "Radio K.I.D.S."

Bill Cosby & Sesame Street have proved that kids and broadcasting are a winning combination - if enough care and planning is taken in the development and production of the programming. This specialty session focuses on creative and rewarding ways to involve children in program planning & performance and/or how to develop & present programs for children at your station.

# Saturday Morning Small Sessions

## DOING PRODUCTION WITH MINIMAL EQUIPMENT

ROOM T

Ron Pesha, Station Advisor, WACC Radio

10:30am-12:45pm

For stations just beginning operation or with very limited funds, production is a constant concern. We will focus on creative, cost-cutting ways to give flexibility and professionalism to a production operation that has the bare minimum.

## FM ENGINEERING

ROOM N

Tom Gibson, Chief Engineer WVYC-FM Radio

11:30am-12:45pm

A discussion of FM proof-of-performance, FM Maintenance, spare parts, using test equipment and also - how to deal with obsolete equipment.

## PROGRAM SOURCES & RESOURCES

Marlboro Room

Rod Collins, IBS Vice-Pres., Programming  
Howard Kany, Vice-Pres., Broadcasting Found. of America  
Jim Cameron, WCOZ News & PA Director

Networks, Wire Services, Programs and News Services, the IBS Program Service and the "College Station Connection" will all be reviewed and discussed as program alternatives or supplements for the college station, including costs, basic nuts and bolts issues and how to become a recognized program source.

## GOING FM

ROOM S

Ludwell Sibley, Past IBS Engineering Manager

11:30am-12:45pm

An Engineering/Management session on channel search procedures, transmitter location and antenna siting building a remote transmitter facility, FCC requirements, application filing and how to do it all on a shoestring budget.



# Saturday Morning Small Sessions

## RECORD LIBRARIES

ROOM P

Michael Teer, IBS Convention Staff 11:30 am-12:45 pm

A basic review of how to organize, update, stock take, secure and maintain your record library, including access, "borrowing", and location in the station.

## \$\$ AND HOW TO GET THEM

Georgian Room

Norm Prusslin, WUSB General Manager

11:30 am-12:45pm

A medium size session on the basic of college and High School radio station funding. What are the primary and secondary sources of money, on and off campus, and how do you approach them? And, how do you keep the bucks flowing?

# CONVENTION

# 1:00

# LUNCHEON

# Grand Ballroom

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**A REMINDER: Exhibits and  
Convention Central are  
open all day saturday.**

Large & Small  
4:30-6:00                      3:00-4:20

Saturday Afternoon Sessions	Staff Motivation and Rejuvenation	RECORD COMPANY FORUM
	Fusion Programming	
	Playlists: How to Get Better Record Service	
	Programs for/by the Community	
	Planning your Station's Growth	
	Licensee Control	MANAGEMENT PROBLEMS FORUM
	Station Security	
	Audience Surveys and Ascertainment	
	Relationships with other Stations in your Market	
	Grants, Gifts, Funding and Auctions	
	The Reporter's Job	WHO'S LISTENING?
	Record Company Relations: Beyond Getting Service	
	Cable FM: A Non-engineering perspective	

descriptions, next



# Saturday Afternoon Large Sessions

## RECORD COMPANY FORUM

Bowman Room

3:00-4:20 pm

Tim Devine, Music Director KALX-FM Radio

Representatives from all record companies attending the convention have been invited to appear on a panel and answer your questions about the recording industry, record promotion and music programming in radio. The intent is to foster honest, open questions and answers between delegates and record company reps.

## MANAGEMENT PROBLEMS FORUM

Music Room

3:00 pm-4:20 pm

Jeff Tellis, IBS President

A once-a-year opportunity for managers of student operated radio stations to get together in one big group and exchange ideas, concepts, problems and solutions. A review of sound management principles, and a chance to see how they work at other stations.

## WHO'S LISTENING?

Madison Room

3:00 - 4:20 pm

Dr. Robert Hilliard, Chief of Educational Broadcast  
Branch, FCC

Herb Hobler, Member, NAB Board of Directors

Dr. Sammy Danna, Advisor WLT/WLUC, Loyola University

Dick Gelgauda, General Manager, Faculty Advisor WNHU-FM

Rick Askoff, IBS Executive Director, Moderator

The United States is one of the few countries in the world that allows students to operate radio stations. We have few restrictions, we have the First Amendment, but...we also have the FCC. This session will review the Commission's purpose in establishing a non-commercial radio service, and what its expectations are from these stations. And, we'll also hear from the opposition, who wonders: "Is there really much freedom of speech in radio?". Presentations from both sides, some hot debate and Q&A from the audience.

# Saturday Afternoon Small Sessions

## STAFF MOTIVATION AND REJUVINATION

ROOM C  
4:30 p.m.-6:00p.m.

Naren B. Anderson, IBS Board of Directors

How to keep your staff motivated and active in December as they were in September. Establishing realistic expectations and meaningful goals as a motivational technique. How to relate to your staff so as to keep everyone (or nearly everyone) happy and working.

## FUSION PROGRAMMING

ROOM B  
4:30 p.m.-6:00p.m.

David Rosenberg, Program Director, WUSB Radio  
Rick Askoff, IBS Executive Director

"Fusion" programming is the opposite of "Block" programming. Instead of segregating different idioms of music (and news) to special blocks of time, as many types of music as possible are mixed together in one program. The number of stations doing this is growing. This session will talk about the hows and whys of this kind of programming and the pros and cons too.

## PLAYLISTS: HOW TO GET AND IMPROVE RECORD SERVICE

ROOM P  
4:30 p.m-6:00 pm

Jim Lieblich, Asst. Music Director, WUSB-FM Radio

If your station isn't getting much in the way of record service, it could be a problem on your end. This session will deal with Playlists -- how to develop them, and use them to their full potential. We'll talk about basic record company relations, the hows and whys of record promotion, and other essential information for music directors.



# Saturday Afternoon

## Small Sessions

### PROGRAMS FOR/BY THE COMMUNITY

ROOM O

4:30-6:00 pm

Terry Clifford, Assoc. Director, National  
Federation of Community Broadcasters

There are ways to involve your broadcast community outside of the college campus in station programming that can improve station-town relations and increase your listening audience. Here we'll focus on programs done by station staff for off-campus audiences, as well as how to initiate and develop programming produced by members of the off-campus community. Public Relations, station management and technical issues will be considered as well.

### PLANNING YOUR STATION'S GROWTH

ROOM N

4:30 p.m.-6:00p.m.

Norm Prusslin, Gen. Mgr., WUSB Radio  
Phil Simila, Station Manager, WGBW-FM Radio  
Mark Wormsbaker, Manager, WVYC-FM Radio

Enlarging or advancing the sophistication of a station often takes more than the 1 or 2 years that most managers of college stations are in office. Careful and realistic planning for the future is an important part of every managers job. This session will cover the basic of station planning.

### LICENSEE CONTROL

ROOM F

Who has the Final Say and the  
Final Responsibility?

4:30 p.m.-6:00 p.m.

Jeff Tellis, IBS President

With the tremendous growth of student operated FM stations in the past few years, the FCC is starting to wonder - "Who is actually running the stations?" How much control does the licensee of a typical college station (usually the Board of Trustees) exert over the station? How is this changing? We will focus on developing strategies to achieve a licensee balance at the college station.

# Saturday Afternoon

## Small Sessions

### STATION SECURITY - OR HOW TO KEEP YOUR STATION FROM WALKING OUT THE DOOR IN BITS & PIECES

ROOM C

4:30 p.m.-6:00p.m.

Dick Gelgauda, Gen. Mgr., Faculty Advisor, WNHU-FM

Security is an ever present and expensive problem at all stations. Unfortunately, there seems to be no answer on how to secure a station, but there are a number of ways to limit theft that can be tailored for individual station use. We'll look at the total security problem: albums, equipment, station access, station documents, etc., and brainstorm ways to get more control over the security problem.

### AUDIENCE SURVEYS & ASCERTAINMENT

ROOM E

4:30 p.m.-6:00p.m.

Mark Roffman - Marketing Consultant, WNAB-WWYZ Radio

A review of basic and not-so-basic audience survey techniques, how to design, administer and interpret surveys and how to tie them in with the FCC's ascertainment rules. We will look at surveys as a way to maintain and increase your audience.

### RELATIONSHIPS WITH OTHER STATIONS IN YOUR MARKET

ROOM T

4:30 pm - 6:00 pm

Ken Devoe - P.D., WCDQ Radio, New Haven

Can and will professional help put your station and you on the map? None of us broadcast to a world of our own. We will explore ways to develop mutually beneficial relationships with commercial and non-commercial broadcasters in your listening area, with special focus on tapping the resources of professional broadcasters and record company reps to develop the campus station and station staffers.



# Saturday Afternoon

## Small Sessions

### GRANTS, GIFTS, OUTSIDE FUNDING AND AUCTIONS

ROOM S  
4:30 pm - 6:00 pm

Alan Meyers, FCC/IBS Liason

Finding sources of funds for non-commercial educational stations outside of the student activities or general college budget. What are the legalities? Where do "grants" leave off and "commercials" begin?

### THE REPORTER'S JOB

ROOMS G&H  
4:30 p.m.-6:00p.m.

Chip Sorrentino, News Department, WNEW-AM Radio

Covering sports news in the field, writing for a deadline, stringing for the wire service for \$\$ and how to gather and use audio actualities.

### RECORD COMPANY RELATIONS: BEYOND GETTING SERVICE

ROOM J  
4:30 pm-6:00pm

Peter Gordon, "Thirsty Ear" Producer  
Tim Devine, KALX Radio Music Director  
Perry Cooper, Vice-Pres., Artist Rel., Atlantic Records  
Jerry Jaffee, Dir. of Nat'l Promo., Polydor Records  
Marion Leighton, President, Rounder Records

Assuming that you are getting good service from record companies, and that you already have a good playlist going out, what's the next step for you? This session will explore some of the possibilities including some explanation of record company Artist Relations, Publicity, Marketing and Promotion; problems of being a student (and dealing with record company people who are not), being non-commercial FM, etc. Also, ideas on concert promotion, record company employment, and more.



# Saturday Afternoon

## Small Sessions

CABLE FM - A NON-ENGINEERING VIEW 4:30pm - ROOM R  
6:00 pm

Ludwell Sibley, Past IBS Engineering Manager

We'll talk about the opportunity and limitations of cable FM, dealing with the Cable Company, Stereo vs. mono, dealing with local broadcasters, FCC aspects, publicity and CAFM's use as supplement to CC.

## Sunday Morning

### LARGE SESSIONS

FINDING A JOB

MUSIC ROOM  
10:00a.m.-11:00a.m.

Pat St. John, Air Personality, WPLJ-FM Radio  
Jim Cameron, News & PA Director, WCOZ-FM Radio  
George Meier, Publisher, WALRUS Magazine

In an open-ended Q&A session, we'll cover the following:  
Demo Tape preparation, resume writing, research for trade, listening to the "grapevine", Job Interview "etiquette" - strategy and follow-through, landing the job, pre-graduation internships.

IBS BOARD OF DIRECTORS - OPEN MEETING

Bowman Room  
10:00a.m.-11:00 a.

The Board of Directors of IBS, along with the IBS Executive Director and staff, makes decisions about our association and its services that you should be a part of. Come meet the Board, voice your opinions and ideas and find out how our organization works.



# BILTMORE HOTEL

## room locations

### LOBBY:

BOWMAN ROOM

MADISON ROOM

### FIRST FLOOR:

MUSIC ROOM

PETITE LOUNGE

ROOM A

ROOM B

ROOM C

ROOM D

ROOM E

ROOM F

ROOM K

BILTMORE SUITE

ROOM G

ROOM H

ROOM I

ROOM J

FRENCH SUITE (L & M)

VANDERBILT SUITE

ROOM N

ROOM O

ROOM P

PAN AMERICAN SUITE

ROOM R

ROOM S

ROOM T

### EIGHTEENTH FLOOR:

WINDSOR ROOM

PARK LANE SUITE

PARK LOUNGE

MARLBORO ROOM

GEORGIAN ROOM

OXFORD ROOM

### NINETEENTH FLOOR:

GRAND BALLROOM

FOUNTAIN COURT

KEY ROOM